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450100-03675**REMARKS/ARGUMENTS**

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith, which place the application into condition for allowance. The present amendment is being made to facilitate prosecution of the application.

**I. STATUS OF THE CLAIMS AND FORMAL MATTERS**

Claims 1-10, 12-14 and 26 are pending in this application. Claims 11, 15-25 and 27-31 have been canceled without prejudice or disclaimer of subject matter. Claims 1, 7, 8, 10 and 26, which are independent, are hereby amended. Changes to claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicants are entitled.

**II. REJECTIONS UNDER 35 U.S.C. §103(a)**

Claims 1-10, 12-14 and 26 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over U.S. Patent No. 6,119,133 to Nusbickel et al. (hereinafter, merely "Nusbickel") in view of U.S. Publication No. 2002/0010684 to Moskowitz (hereinafter, merely, "Moskowitz"). Applicants respectfully traverse the rejection.

As stated in Applicants' response filed March 18, 2005, and in view of the present amendment, claim 1 recites that the service offering system records a unique identifier to each of a plurality of package storage media issued and the database stores and manages the identifiers. When a user uses the package storage medium at a terminal device, the checking means checks

PATENT  
450100-03675

the identifier of the storage medium against the identifiers stored in the database, and according to the result of check, service offering means offers a service to the terminal device at which the package storage medium is used. In result, the system of present invention aims to offer a service to the user who has a specific package storage medium in which the identifier is stored. The user can get a service because he has the package storage medium storing a unique identifier. Also, the storage medium is a kind of package type so a user can carry it out.

Specifically, independent claim 1 recites, *inter alia*:

"A service offering system from a server to a terminal device...

recording means for recording a unique identifier to each of a plurality of package storage media issued;

...service offering means for offering a service to said terminal device corresponding to the package storage medium identified by the checked identifier depending on a result of the check by said checking means." (emphasis added)

Applicants respectfully submit that Nusbickel and Moskowitz, taken alone or in combination, fail to disclose or suggest recording means for recording a unique identifier to each of a plurality of package storage media issued and the service offering means for offering a service to said terminal device corresponding to the package storage medium identified by the checked identifier depending on a result of the check by said checking means, as recited in claim 1.

Applicants submit that, as disclosed in Nusbickel, the database has a unique ID but it is not a package type. Furthermore, the service offering is not for the database server and since a user can't have the database, it is impossible to receive a service based on the identifier of the database.

PATENT  
450100-03675

As understood by Applicants, Moskowitz fails to disclose the service offering service based on the unique identifier to each of a plurality of storage media issued.

Furthermore, Applicants submit that the combination of Nusbickel and Moskowitz is improper because it lacks motivation. Applicants submit that one skilled in the art would not be motivated to combine Nusbickel with Moskowitz since Moskowitz is directed to a trusted transaction for sellers and buyers of goods that utilizes a certified authority (see Figure 13). Indeed, the use of a certified authority, as described in Moskowitz, teaches away from the present invention. Therefore, Applicants submit that the combination of Nusbickel and Moskowitz is improper.

For the above-stated reasons, Applicants respectfully submit that independent claim 1 is patentable.

Independent claims 7 and 8 are similar in scope to claim 1 and are believed patentable for similar reasons.

Independent claim 10, as amended, recites, *inter alia*:

“...receiving means for receiving right information that denotes services available to a package storage medium and identifiers from said package storage medium issuing party issuing a plurality of storage media identified by said identifiers which differ from one another;

...checking means for checking the identifier transmitted from a terminal device by way of a service provider against said identifiers stored in said storing means.” (emphasis added)

Applicants submit that Nusbickel or Moskowitz, taken alone or in combination do not teach or suggest the above-identified features of claim 10. Specifically, the cited art fails to teach or suggest checking the identifier transmitted from a terminal device by way of a service provider against said identifiers stored in said storing means, as recited in independent claim 10.

PATENT  
450100-03675

Furthermore, Applicants submit that the statements regarding the improper combination stated in relation to claim 1, also apply to claim 10.

Therefore, Applicants respectfully submit that independent claim 10 is patentable.

Independent claim 26 recites, *inter alia*:

"A service offering method for offering a service from a server to a terminal device...  
recording a unique identifier to each of a plurality of package storage media  
issued;

...checking the identifier read from the package storage medium against said identifiers stored in said database; and

offering a service to said terminal device corresponding to the package storage medium identified by the checked identifier." (emphasis added)

Applicants submit that Nusbickel and Moskowitz, taken alone or in combination, do not teach or suggest the above-identified features of new independent claim 26. Specifically, the cited art fails to teach or suggest checking the identifier read from the package storage medium against said identifiers stored in said database; and offering a service to said terminal device corresponding to the package storage medium identified by the checked identifier, as recited in independent claim 26.

Furthermore, Applicants submit that the statements relating to the improper combination of Nusbickel and Moskowitz, stated above, also apply to claim 26.

Therefore, Applicants respectfully submit that independent claim 26 is patentable.

The other claims in this application are each dependent from one of the independent claims discussed above and are therefore believed patentable for at least the same reasons. Since each dependent claim is also deemed to define an additional aspect of the

PATENT  
450100-03675

invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

### CONCLUSION

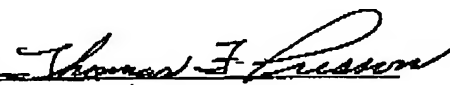
In the event the Examiner disagrees with any of statements appearing above with respect to the disclosures in the cited reference, or reference, it is respectfully requested that the Examiner specifically indicate those portions of the reference, or references, providing the basis for a contrary view.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicants respectfully request early passage to issue of the present application.

Respectfully submitted,

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